261-27
D61-1.V
92
APR 6 1960

1959 MODELS

PATENT OFFICE

Revere

DIVISIONS 81 & 82

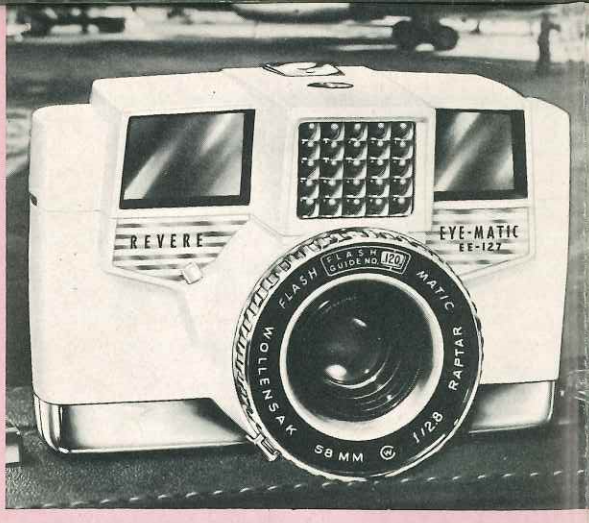
PHOTO EQUIPMENT

Revere EE-127

ELECTRIC EYE-MATIC STILL CAMERA *WITH FLASH-MATIC*

AUTOMATIC PICTURES OUTDOORS WITH ELECTRIC EYE-MATIC

AUTOMATIC PICTURES INDOORS WITH FLASH-MATIC



No Dials to Adjust! No Needles to Match! No Calculations! Does All the Thinking!

A remarkable, automatic electric-eye camera that does all the work and figuring. Just aim . . . bring subject into razor-sharp focus with built-in super-imposed-image-type rangefinder . . . and press the button! Get big, spectacular color slides that fill entire screen or superb color or black and white prints from 127 film with 12 exposures to the roll. "Optic-Scale" indicates exposure value of scene being taken. RED signal appears when light is insufficient for good picture taking. Super-fast f/2.8 Wollensak Wocoted Raptar lens, finest precision Rapax Shutter, with "M" for flash and "X" sync. for strobe, optional Manual Automatic Controls, Zone Focusing, Film Speed Dial from ASA 10 to ASA 100, single stroke advances film and cocks shutter; double exposure safeguard, filter accommodation for Series 5, all-aluminum die cast body, smart baked white enamel finish trimmed in chrome and accented with gold and black. **$139.50***

Exclusive with Revere! Flash-Matic—Ingenious coupling of rangefinder to iris sets exposure for flash automatically with any Guide number!

No. 1227—Carrying Case, $12.50; **No. F.M. 24**—Flash Gun BC type, includes adapter clip for direct contact mounting, **$15.00; No. F.M. 30**—Class "M" 18" flash connecting cord for other flash guns, **$3.50.**

Carrying cases and accessories available for all Revere Equipment

Revere Stereo

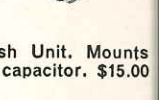
Thrilling 3rd dimension pictures! So easy and foolproof with Revere. Just press the button as you do with ordinary cameras. Result—full color scenes that come to life with breathtaking realism.

33—Stereo Camera. Two matched 35mm f/3.5 lenses with precision shutters; speeds ½ to 1/200; eye-level focusing viewing; double exposure safe-guard; superimposed image range-finder; internal synchronized flash; single frame provision; level-gauge for tripod shots; built-in filter mounts **$174.50**

V-22—Stereo Viewer. Right and left hand focusing knobs; interocular adjustment. Built-in light. $18.50
VT-222—Transformer $ 4.95

ST-24—Stereo Flash Unit. Mounts onto camera; B.C. capacitor. $15.00

333—Stereo Carrying Case. Eveready case and strap in top grain imported saddle leather; tripod mount. $12.50



ST-25—Shield 'N Vue Stereo Slide Protectors. Distortion-free. 50—$2.85

FEDERAL TAXES INCLUDED WHERE APPLICABLE

Revere Sixteens

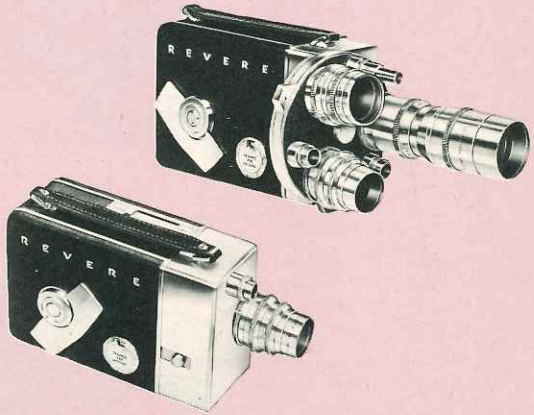
Magazine Film Load

C-38—16mm Magazine Turret Camera. Rotating 3-lens turret, corresponding automatic objective view-finders. Divergent turret head allows use of extreme wide angle lens in combination with 6 inch telephoto lens without optical interference. All other features of Revere C-36. WOLLENSAK 1-inch f/2.5 Normal Cine Raptar Wocoted lens in fixed focus. **$199.50**

C-39—with f/1.9 lens in focusing mount. **$224.50**

C-35—with f/1.5 lens in focusing mount. **$264.00**

C-31—with f/1.4 lens in focusing mount. **$309.50**



C-36—16mm Magazine Camera. New objective finder; extremely long-run spring motor; new type ratchet winding key; simplified exposure dial; single frame exposure; 5 speeds. Satin-chrome and leather finish. WOLLENSAK 1-inch f/2.5 Normal Cine Raptar Wocoted lens in fixed focus. **$169.50**

C-37—with f/1.9 lens in focusing mount. **$194.50**

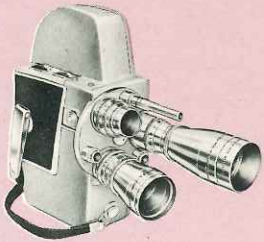
C-34—with f/1.5 lens in focusing mount. **$234.00**

C-32—with f/1.4 lens in focusing mount. **$279.50**

FEDERAL TAXES INCLUDED WHERE APPLICABLE

100 ft. Spool Film Load

C-103—16mm Turret Camera. Divergent turret head as in C-38; corresponding objective view-finders. Other features as in single lens model C-101. With WOLLENSAK 1-inch f/2.5 Normal Cine Raptar Wocoted lens in fixed focus **$199.50**



C-105—f/1.9 lens in foc. mt. **$224.50**

C-106—f/1.5 lens in foc. mt. **$264.00**

C-108—f/1.4 lens in foc. mt. **$309.50**

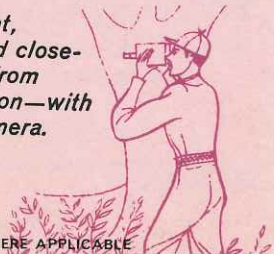
C-101—16mm Cine Camera. Spool film economy with amazing load ease. Single knob automatic threading. Extra-powerful long-running spring motor; mechanism stops to prevent over-exposure on spring run-down; new objective view-finder; fast crank winding; steadiest of pictures due to improved claw-motion mechanism. With WOLLENSAK 1-inch f/2.5 Normal Cine Raptar Wocoted lens in fixed focus. **$169.50**

C-102—f/1.9 lens in foc. mt. **$194.50**

C-104—f/1.5 lens in foc. mt. **$234.00**

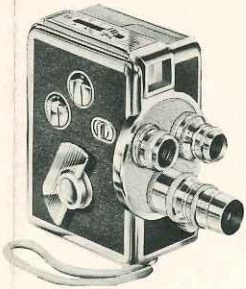
C-107—f/1.4 lens in foc. mt. **$279.50**

Take distant, medium and close-up scenes from same position—with a turret camera.



FEDERAL TAXES INCLUDED WHERE APPLICABLE

Standard Spool and Magazine Film Load



C-44—8mm Magazine Turret Camera. Rotating 3-lens turret; adjustable view-finder; single frame exposure; continuous run; exposure guide; 5 speeds; footage indicator. WOLLENSAK 13mm f/2.5 Normal Cine Raptar Wocoted fixed focus lens. **$124.50***

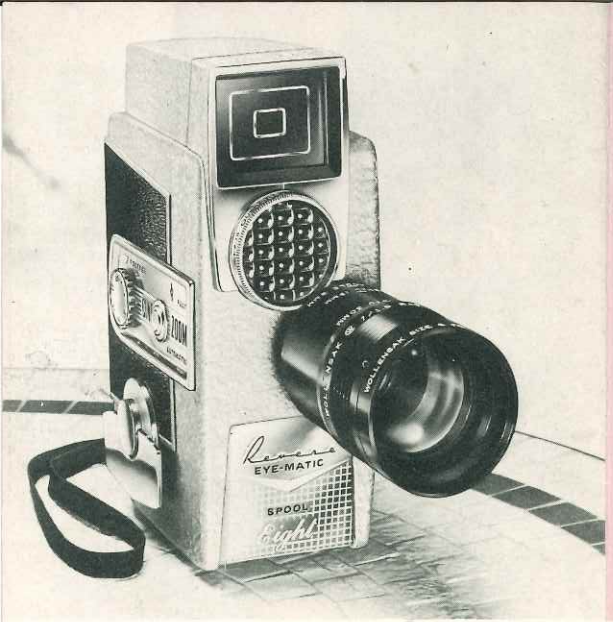
C-45—f/1.9 lens in foc. mt. **$149.50***

C-84—8mm Spool Turret Camera. Rotating 3-lens turret head; fast "drop in" loading; adjustable view-finder; single frame exposure; continuous run; 5 speeds; footage indicator; exposure guide. WOLLENSAK 13mm f/2.5 Normal Cine Raptar Wocoted lens in fixed focus. **$112.50***

C-89—f/1.9 lens in foc. mt. **$137.50***

C-50—8mm Cine Camera. Easy "drop in" loading; recessed lens and long sun shade permits shots facing sun; click-stop exposure setting; automatic footage meter; continuous run; extra long-run spring motor; single frame exposure; built-in view-finder. 12.7mm f/2.8 coated lens in fixed focus. **$44.50***

*FEDERAL TAXES INCLUDED WHERE APPLICABLE



Revere CA-7 CINE-ZOOM ELECTRIC EYE-MATIC 8MM SPOOL CAMERA WITH AUTOMATIC BACK-LIGHT COMPENSATION

Normal, wide angle and telephoto lens coverage with continuous sharpness throughout entire zooming range. The world's first fully automatic 8mm movie camera with dramatic zoom. Zooming is accomplished without removing eye from the viewfinder or stopping camera to make lens adjustment. The superfast WOLLENSAK f/1.8 Raptar ZOOM Lens glides back and forth creating the three lens effects heretofore reserved for the television and motion picture cameraman. Yet the Revere CINE-ZOOM Camera is perfect for the amateur or expert movie maker. Exposure is automatic. The electric eye measures light and adjusts lens iris continuously and automatically as operator slowly pans from sunlight to shade. "Optic-Scale" with insufficient light signal, easy drop-in film spool load, extra-large picture-window viewfinder tinted for the three fields, parallax adjustment, extra-long-run spring motor, continuous run and single frame exposure, footage indicator, lightweight die cast body, **$179.50***

CA-8-CINE-ZOOM Electric Eye-Matic 8mm Magazine. Superfast f/1.8 WOLLENSAK Raptar Wocoted CINE-ZOOM lens. All the high quality automatic features as Model CA-7 with addition of fast magazine load and "Mechanical Heart-Beat" that signals proper advance of film in magazine, **$209.50***

Carrying cases and accessories available for all Revere Equipment

Revere 8MM ELECTRIC EYE-MATIC CAMERAS

CA-2 Electric Eye-Matic 8mm Spool Turret
Superfast WOLLENSAK f/1.8 3-lens system for taking normal, wide angle and telephoto shots. Spool film load. Electric eye adjusts lens iris continuously and automatically. Exposure Control Dial for special effects, professional fades and dramatic scenes; many other features. **$169.50***

CA-4 Electric Eye-Matic 8mm Magazine Turret
Magazine load and f/1.8 3-lens turret system for normal, wide angle, telephoto shots. "Heart-Beat" signals proper film advancement in magazine. **$199.50***

Fully Automatic plus Manual and Fade Control

CA-5 Electric Eye-Matic 8mm Spool Turret
Superfast WOLLENSAK f/1.8 3 lens system for taking normal, wide angle and telephoto pictures. Electric eye adjusts lens iris continuously and automatically. "Optic Scale" insufficient light signal. Economical drop in spool load. **$149.50**

CA-6 Electric Eye-Matic 8mm Magazine Turret
Easy, fast magazine loading. Superfast f/1.8 WOLLENSAK 3-lens system. "Heart-Beat" signals proper film advancement in magazine. **$179.50***

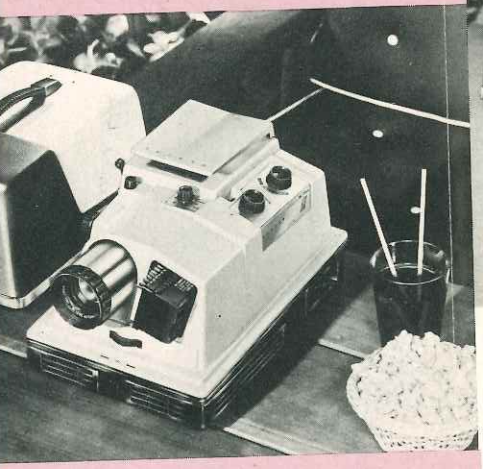
Fully Automatic with Back-Light Compensation

CA-1 Electric Eye-Matic 8mm Spool
Superfast f/1.8 WOLLENSAK Normal Cine Raptar Wocoted Lens in Fixed Focus; drop-in spool load. Whatever the light condition the Exposure Computer Lens electronically adjusts the iris opening instantly and continuously. Sweep from sunlight to shade without resetting. **$139.50***

CA-3 Electric Eye-Matic 8mm Magazine
Superfast f/1.8 WOLLENSAK Normal Raptar Wocoted Lens. Quick magazine loading. Mechanical "Heart-Beat." **$169.50***

Fully Automatic plus Manual and Fade Control

Revere
LIDE PROJECTORS



Deluxe 2 x 2 True Automatic Slide Projector. set switch and 808 shows 36 slides (35mm, bantam ew 1½"x1½" super-slides of 127 film or cropped 120 parencies) as slow or fast as you like. Operates elf; no dangling cords; no special slide mounts; vers or buttons. 20 exclusive features including: rful 500 watt lamp for ample illumination; fast F/3.5 d 5 inch anastigmat WOLLENSAK lens with auto- fade-in and fade-out (other focal lengths available); in Automatic Pre-conditioning Chamber practi- eliminates popping, reduces need of refocusing board mounts; extra condenser lens for full corner ination of super-slides; special slot for projecting e frame views from any 3D slide; extremely quiet efficient blower cooling system; exceptionally port- With two-toned, "Royalite" plastic carrying case, a condenser lens for 1½"x1½" transparencies, cord, vere Magazine Trays. **$154.50***

Auto-Magazine Projectors for Super-Slides, 35mm and 828 Slides. Sensational "touch and show" ease. Each flip of your finger automatically shows any of 36 slides (including 1½" x 1½" transparencies when No. 3 condenser lens is replaced with L-140 condenser lens) . . . all type mounts, mixed. Shows them in sequence, skip-selected or reprojected, as you wish. Returns them in ready-to-repeat order in the automagazine that serves, too, as a permanent file. No protruding magazine adapters, nothing to assemble or attach. Simple front tilt control, finger tip side leveling control, and built-in pointer. Aluminum die cast, baked enamel finish. Just slide in the loaded magazine—and the show is on. Wollensak 5-inch, F/3.5 lens. Efficient blower cooling system. Comes with compact self-contained two-toned "Royalite" slipover case.

Model 503—300 Watt with one magazine tray. **$59.50***

Model 505—500 Watt with one magazine tray. **$69.50***

503-S-300 Watt. Especially designed for 127 super-slide projection. Equipped with super-slide condenser lens for full-corner illumination. **$59.50***

505-S-500 Watt. Other features same as 503-S. **$69.50***

Accessory F/3.5 Lens L-130—3", $25; L-131—4", $25; L-132—7", $49.50.

MT-836—Extra Magazines each $1.49

L-140—Accessory super-slide condenser lens for models 503 and 505, $3.95

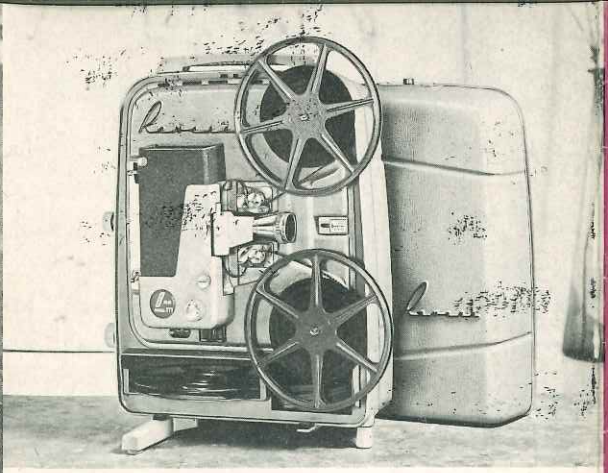
Revere
16mm CINE PROJECTORS

P-48—16mm Silent Projector. AC-DC operation. Easy 3-point threading; single-knob control; automatic rewind; removable aperture plate; self-contained film compartment; rheostat speed control; 2-inch F1.6 coated lens, 750-watt lamp, two 400-ft. reels and cord; "Royalite" plastic slip-over case. **$182.50**

P-48X (750 Watt) with one empty reel. Case and plastic base not included. **$160.00**

SP-16—16mm Sound Projector. Ideal for home, business, school, church, club and institution. "Concert Tone" speaker serves as carrying case. Tone-range adjustment; sound or silent projection; AC-DC operation; 750-watt lamp; 2-inch F1.6 coated lens; 1600-ft. reel capacity. Microphone, phono connections. With speaker, carrying case, cord, two reels, 1600-ft. reel extension arm. **$325.00**

SP-1800—Crystal Microphone **$12.00**



REVERE "777" 8MM PROJECTOR

Fitting companion to your Revere Electric Eye-Matic Camera. The "777" is the last word in modern styling and precision engineering. Choice of Fast ¾" F/1.6 coated projection lens for larger pictures or 1" F/1.6 normal lens; one simple FORWARD-REVERSE control; high speed rewind; ultra modern stainless steel film retainers and swing open gate for easy threading; rheostat speed control; 750 watt illumination; ultra bright still picture; instant tilt control; retractable handle; automatic room-lamp accommodation; built-in film and cord compartments; 115 volt AC-DC operation; no lubrication required for life. Complete with streamlined carrying case and two 400 foot reels..... **$127.50**

REVERE CAMERA COMPANY

Chicago 16, Ill., Los Angeles 7, Calif.

RITZ CAMERA CENTERS
618–12th St., N. W.
Washington, D. C.

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